LEO BURNETT COMPANY, *Inc.*
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Enter the $50,000
Multifilter
Kentucky Derby Sweepstakes
Entry blanks and details at your tobacco store.
The Kentucky Derby at Churchill Downs,
May 1st on CBS television, 5:00 to 6:00 pm EDT.

Low-tar Multifilter.
Consider it.

Regular 15 mg. "tar", 1.0 mg. nicotine Menthol 12 mg. "tar", .9 nicotine av. per cigarette, FTC Report Nov. '70

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